

Maximizing Strategic Value

We use a 5-step process to Maximize Strategic Value for our clients:

1. **Baseline Valuation and Business / Financial Assessment** – Conduct a high-level baseline valuation and business / financial assessment to get a handle on where you are today. This is a quick and inexpensive way to get a feel for where we are starting. Our review includes an evaluation of historical financial results and a validation that financial reporting appears accurate, assessment of trends in sales, profitability and cash flow, core business overview, SWOT analysis, understanding the organizational structure, its people and in particular, the Executive Management Team. Finally, what drives it all is consideration of the owners' personal and business objectives.
2. **Identify Strategic Drivers** – Identify the drivers of strategic value and existing strategic assets so you can better position your company for maximum valuation in the eyes of prospective buyers, investors, bankers, customers and employees. We include forward-looking financial modeling and forecasting to quantify the impact of these key drivers over time. We look for growth opportunities, cost saving considerations, new product initiatives and timelines, customer and market extensions as well as discussion of strategic assets and initiatives that could take the company to the next level. Competitive profiling and understanding of both customers and non-customers add outside perspective and can help identify new high growth market opportunities. Analysis and identification of prospective buyer candidates and how your company matches up with them can be a great way to uncover potential growth opportunities and other initiatives to add to your Strategic Vision.
3. **Engage the Executive Management Team and Employees** – Share the Strategic Vision and put it in perspective for the Executive Management Team and employees. The Vision puts the current action plans in perspective and helps employees understand how, by working together, they can help achieve company goals.
4. **Management Processes and Fundamentals** – Clean up any business fundamentals that are missing or need modification, or that are simply getting in the way of moving forward strategically. Put in place basic management processes to remove risk in performance and to help you see more clearly where you and your management team are in terms of execution on strategic initiatives.
5. **Strategic Value Implementation** - Implement the strategic initiatives designed to support and maximize the realization of strategic value inherent in your business. Develop and implement the Action Plans that define “success” so each employee can better understand how they contribute to achievement of the goal. Establish dates and milestones and make people accountable to get things done now. This will clearly show *who will do what by when* and specific action will result.

Finally, if appropriate, connect these initiatives to execution of your Exit Strategy. Whether that means packaging and trying to sell, transitioning ownership to management, becoming a less active owner [[see separate white paper on Exit Strategy Options](#)], there should be a connection between Maximizing Strategic Value of your business and realization of your Exit Strategy Options.

Questions or Contact Information

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